

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the Application:

Listing of Claims:

1. (Currently amended) A remote display system suitable for transmitting a data output signal for providing a display at a remote location, said remote display system comprising:

- a base station, said base station including
 - a computer for providing the data output signal,
 - a control processor for converting the data output signal into a control and data interface radio frequency (RF) signal,
 - an RF transmitter for broadcasting said control and data interface RF signal; and
- at least one display device, each said display device ~~including~~ consisting of
 - an RF receiver for receiving said control and data interface RF signal,
 - a display controller for converting said control and data interface RF signal into the data output signal,
 - a power supply;
 - a display unit for providing a display corresponding to the data output signal.

2. (Original) The remote display system of claim 1 wherein said control and data interface RF signal comprises display information for said display unit.

3. (Previously presented) The remote display system of claim 2 wherein said display information is generated in said computer.
4. (Original) The remote display system of claim 2 wherein said display information is obtained from at least one of a remote server and a remote operator via the internet.
5. (Original) The remote display system of claim 2 wherein said display information comprises at least one of an advertisement, a banner, and product data.
6. (Previously presented) The remote display system of claim 1 wherein said RF transmitter and said RF receiver each operate at a frequency comprising a member of the group consisting of a 400 MHz band and a 900 MHz band.
7. (Original) The remote display system of claim 1 wherein said RF receiver is powered by at least one of a battery and a solar cell.
8. (Original) The remote display system of claim 1 wherein said display unit comprises at least one of an electrophoretic display and a cholesteric liquid crystal display.

9. (Currently amended) A remote display system suitable for transmitting data output signals between a central location and a display at a remote location, said remote display system comprising:

a base station including

a computer for providing a duplex data signal,

a ~~single~~ first unitary RF software module ~~including~~ consisting of

a first controller for converting said duplex data

signal into a control and data interface signal,

a first RF receiver/transmitter for broadcasting said

control and data interface signal as an RF

signal; and

at least one display device, each said display device including

a second unitary RF software module consisting of

a second RF receiver/transmitter for converting said

RF signal into a received control and data

interface signal,

a second controller for converting said received

control and data interface signal into the data

output signal,

a display unit in communication with said second unitary RF

software module for providing a display corresponding to

the data output signal.

10. (Original) The remote display system of claim 9 wherein said display device further comprises a proximity sensor for providing a signal to indicate the presence of a customer.

11. (Original) The remote display system of claim 10 wherein said second controller is configured to read signals provided by said proximity sensor.

12. (Original) The remote display system of claim 9 wherein said display device further comprises at least one of a keypad switch and a touch-screen for providing feedback from a user viewing an image on said display unit.

13. (Cancelled)

14. (Currently amended) A method for producing a display at a remote location, said method comprising the steps of:

providing a data output signal to a single first unitary RF software module operating in full duplex mode, said first unitary RF software module consisting of a first controller and a first RF receiver/transmitter, said data output signal including display information suitable for display at one or more display devices;

generating an RF control and data interface signal in said first unitary RF software module from said data output signal, said RF control and data interface signal subsequently broadcast as an RF signal via said first unitary RF software module;

receiving said RF signal at a second unitary RF software module, said second unitary RF software module consisting of a second RF receiver/transmitter and a second controller, and

transmitting ~~therefrom~~ a control and data interface signal ~~to a display controller from~~ said second RF receiver/transmitter to said second controller; and

~~receiving said control and data interface signal at said display controller and sending~~
~~therefrom~~ a display data output signal from said second controller to a display unit at the remote location.

15. (Original) The method of claim 14 wherein said RF signal operates at a frequency comprising a member of the group consisting of a 400 MHz band and a 900 MHz band.

16. (Original) The method of claim 14 further comprising the steps of generating user feedback at the remote location and transmitting said feedback to said second RF receiver/transmitter via a duplex signal.

17. (Original) The method of claim 16 wherein said user feedback comprises feedback data obtained via a proximity sensor.

18. (Original) The method of claim 16 wherein said user feedback comprises feedback data obtained via a touch-screen.

19. (Original) The method of claim 16 wherein said user feedback comprises feedback data obtained via a keypad switch.

20. (Original) The method of claim 16 wherein said step of providing a data output signal includes the step of obtaining said display information from at least one of a remote server or operator via the internet.